

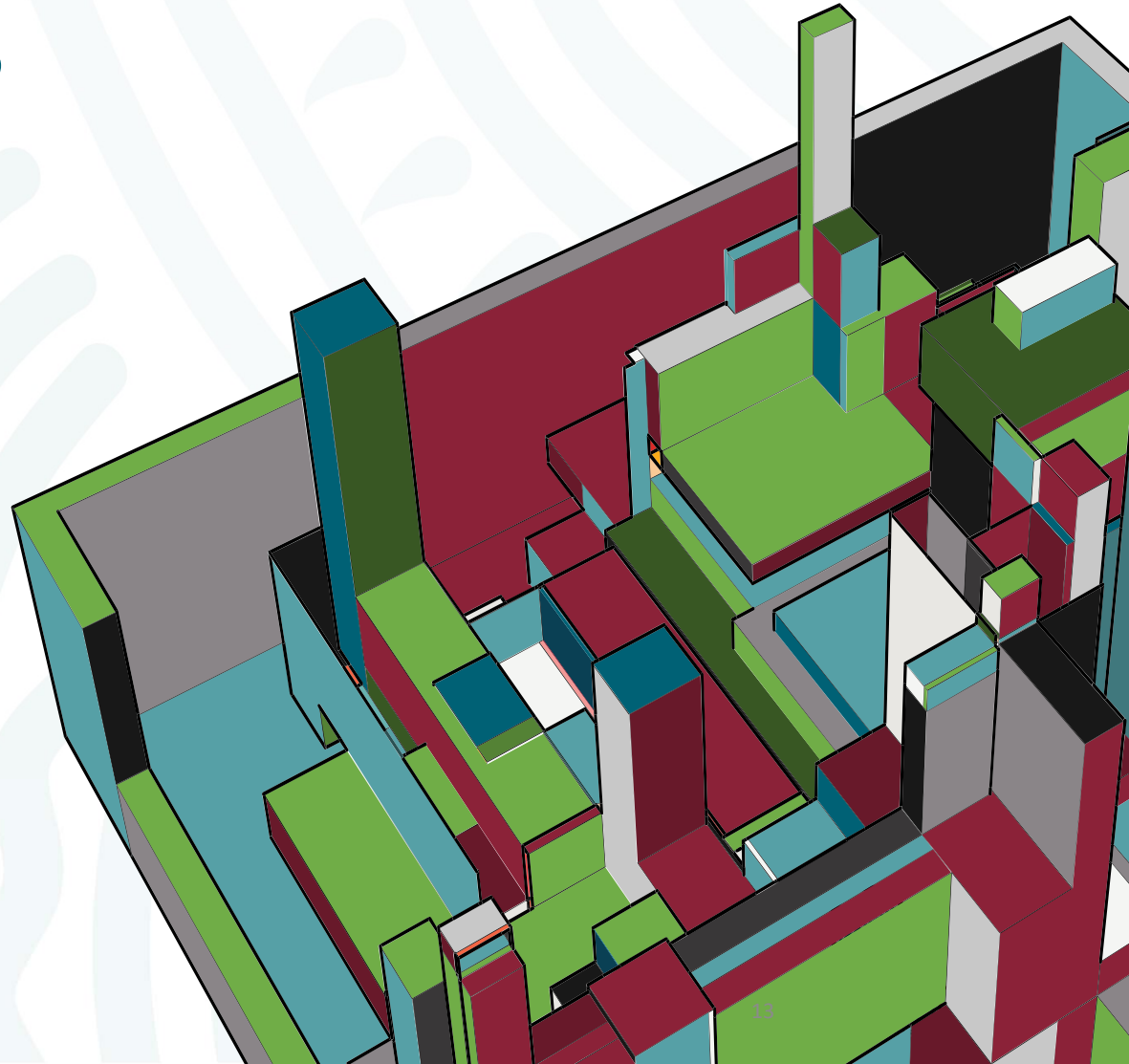
# SHORT-TERM RENTAL DISCUSSION

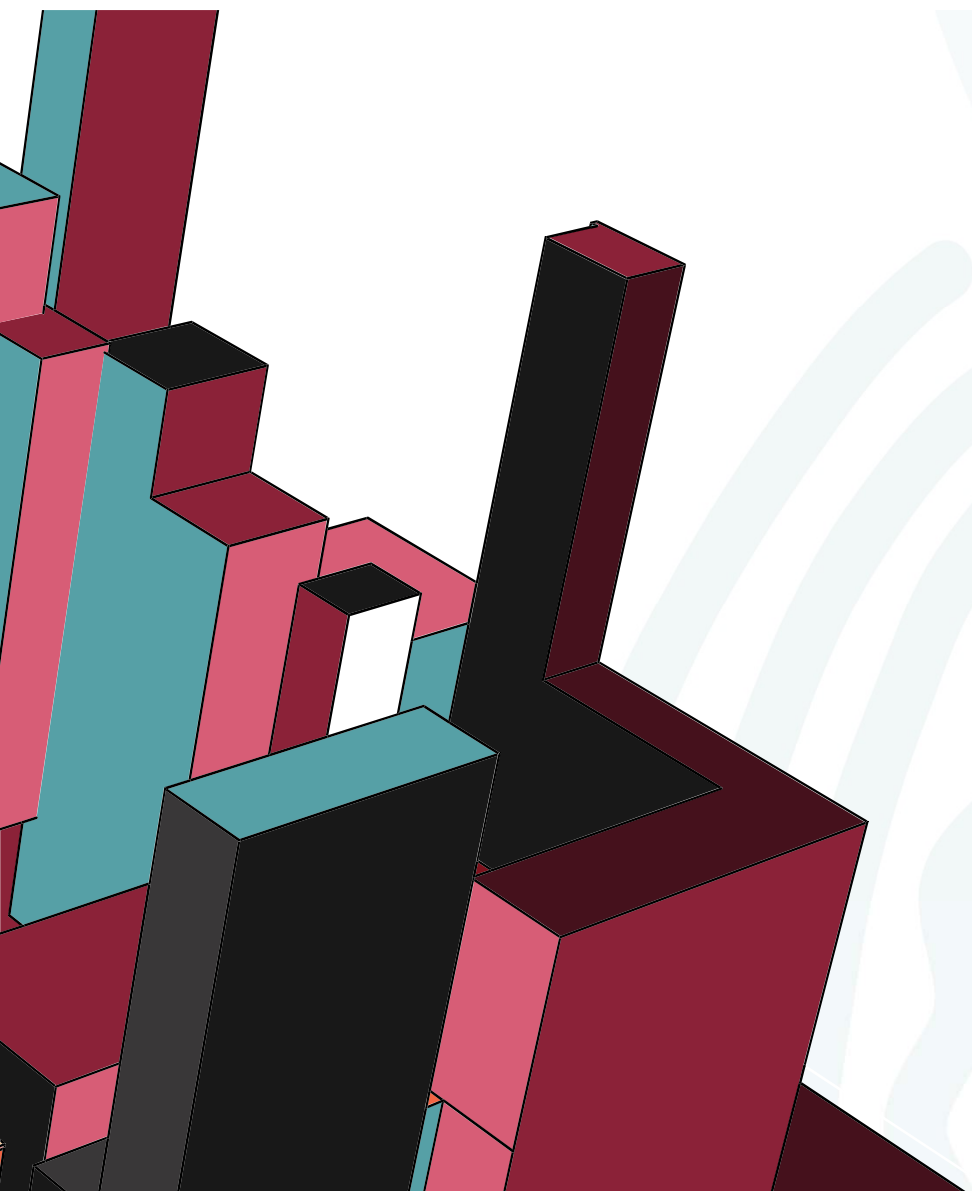
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# STR - DEFINITIONS

- 🌀 Dwelling units that are used for overnight lodging accommodations that are provided to renters for no longer than 30 days.
- 🌀 A residential dwelling unit, or any room therein that is rented for periods of less than 30 consecutive days.
- 🌀 Wilmington- two definitions: Homestay lodging or whole-house lodging
- 🌀 A dwelling unit that can be used for overnight lodging accommodations that is provided to renters for no longer than 30 days for compensation.
- 🌀 A portion of or the entire dwelling unit can be used for lodging, including part or all of an accessory structure





## NC CITIES

Chapel Hill	Asheville
Raleigh	Wilmington
Blowing Rock	Brevard
Cornelius	Greensboro
Woodfin	Boone
Laurel Park	Burke County
Town of Highlands	Banner Elk
Southport	Lake Lure

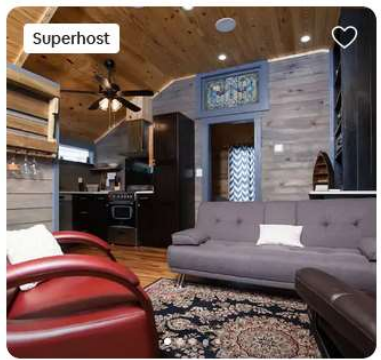
# So many choices! MisterBnb, Evergreen Club (over 50)





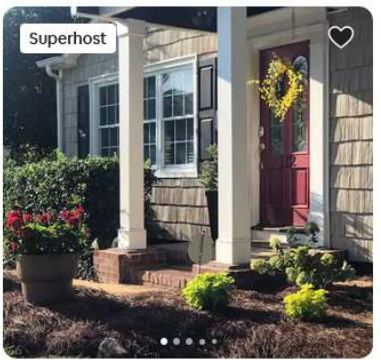
115 stays

 Filters



**Superhost** 

**Guesthouse in Belmont** 4.94 ★  
2 beds  
Mar 20 – 27  
**\$84 night · \$725 total**



**Superhost** 

**Guest suite in Belmont** 4.99 ★  
2 beds  
Jan 13 – 20  
**\$82 night · \$703 total**



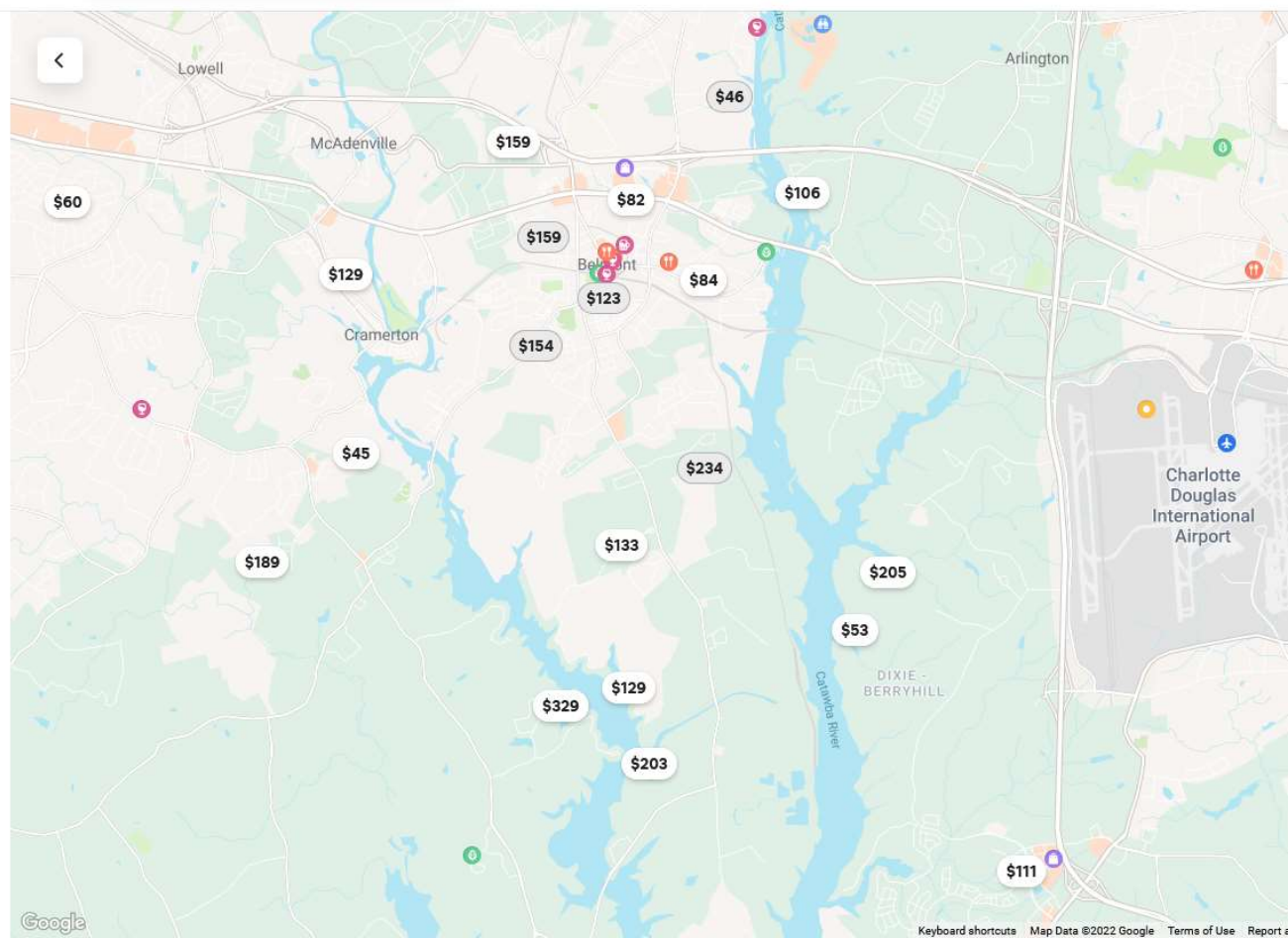
**Superhost** 

**Guesthouse in Belmont** 4.94 ★  
2 beds  
Mar 20 – 27  
**\$84 night · \$725 total**



**Superhost** 






**Guesthouse in Belmont** 4.94 ★  
2 beds  
Mar 20 – 27  
**\$84 night · \$725 total**



United States of America / North Carolina / Belmont

### 3BR on Main Street ★ Downtown Belmont ★ 5 Min Walk

[Share](#) [Save](#)



[About](#) [Policies](#) [Amenities](#) [Reviews](#) [Rooms & beds](#) [Map](#) [Rates & availability](#) [Host](#)

**\$114** avg/night  
★ 5 (12 Reviews) - Exceptional!

🕒 Add dates for total pricing

<a href="#">Check In</a>	<a href="#">Check Out</a>
<a href="#">Guests</a>	

[Check availability](#)

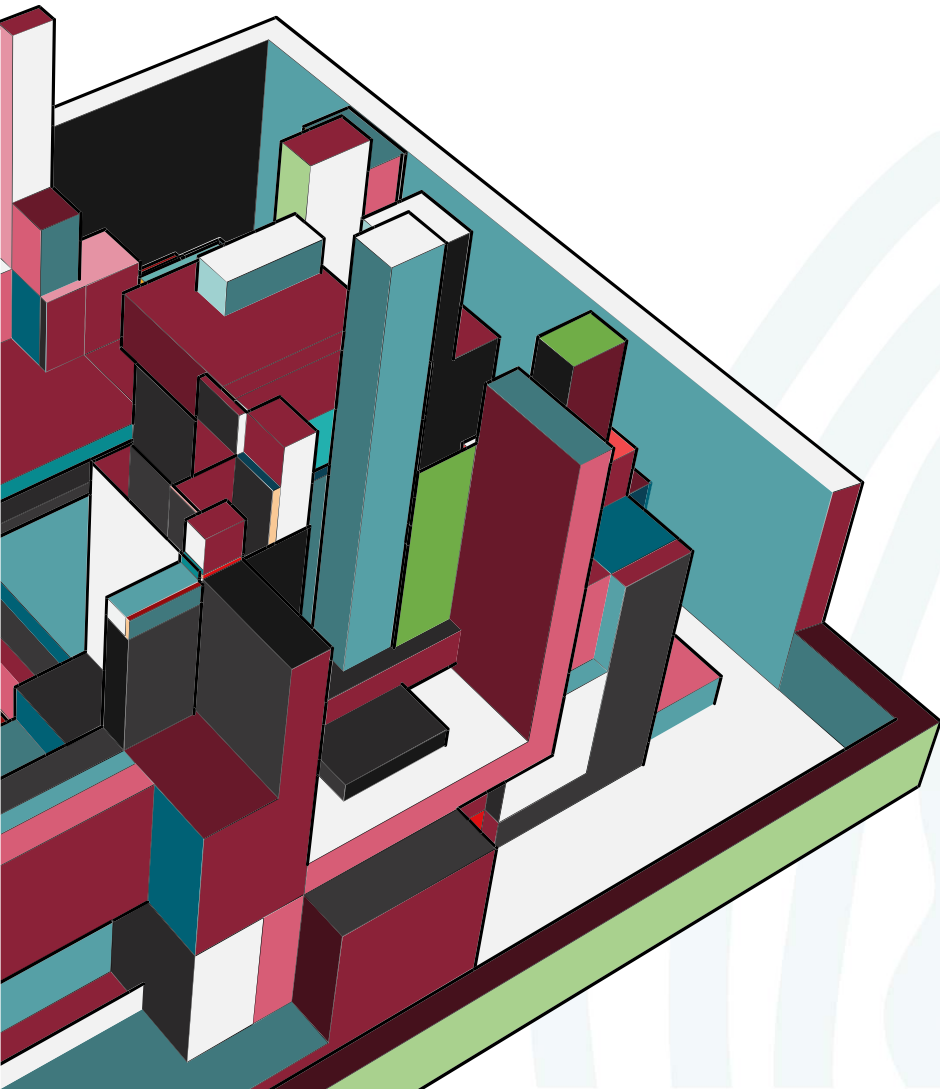
🕒 Free cancellation up to 14 days before check-in

[Contact host](#)

Property # 2173244  
[Report this property](#)

## About this rental





## ROOM OCCUPANCY TAX

Month	Occupancy Tax- % from STRs	Occupancy Tax (STR Only)
December 2021	7.7%	\$1262
January 2022	12.2%	\$1867
February 2022	14.2%	\$2512
March 2022	11.5%	\$2139
April 2022	10.1%	\$2159
May 2022	11.5%	\$2426

- In 2022, STRs consistently provided 10% or more of the total occupancy taxes collected
- STR tax amounts doubled over 6 months
  - Belmont is seeing a trending increase in rental stays



# CURRENT ORDINANCE

## Regulations – Chapter 5

- Lodging: available for short-term human habitation, including daily and weekly letting

## RR, SR, GR, NC-R, NC-C, DD, HC, INF-D, TN-D, IC-D

- Limited Lodging – Bed & Breakfast\* - See Chapter 6
- Open Lodging – includes hotels, assisted living

## Definition – Bed and Breakfast

- A use that takes place within a building that, prior to such an establishment, was a single-family residence, that consists of renting from one to eight dwelling rooms on a daily basis to tourists, vacationers, and business travelers, where meals are provided only to guests. The homeowner shall reside on site and employment shall not exceed two full time employees in addition to the owner(s).

## Antiquated – Update needed



# PROBLEM?

## Goals of potential Ordinance

- Why Needed?
- Who or what are we protecting?

- Police and Code Enforcement
- 5 - Service calls (2018-2020)
- 1 - code enforcement case
- No calls since 2020

- Property Damage - STR (3)
- Civil Disturbance
- Hit & Run (Mailbox)

# STATE LAW BACKGROUND – WILMINGTON SCHROEDER CASE

Wilmington enacted short term rental regulations in 2019

Included:

Cap on total number allowed

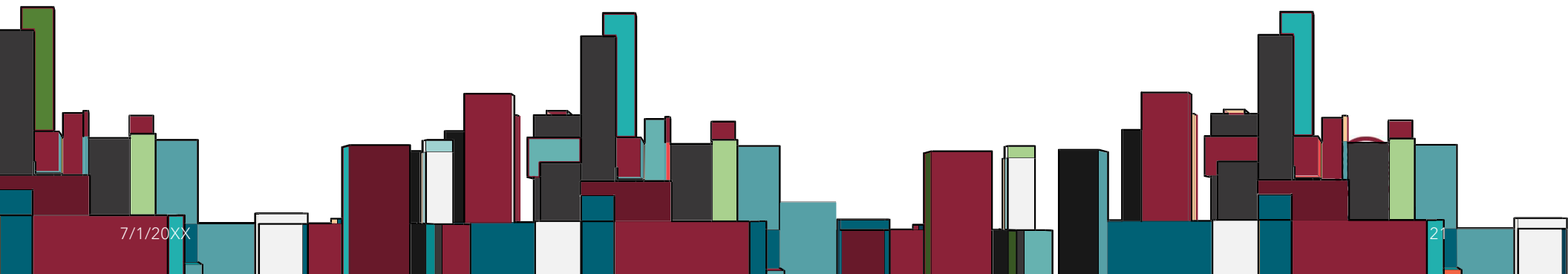
Separation requirements

Lottery system

Amortization of existing rentals

= Violation of state law

Some components ruled illegal, other components may remain

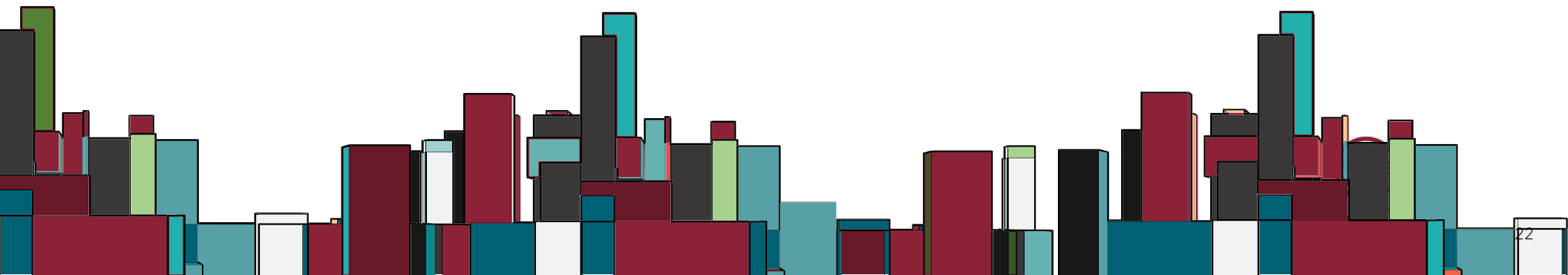


# AVOID:

*Prohibiting the total ability of residential property owners to rent or lease their property*

*Cities cannot require property owners to obtain permission from the city to lease or rent their property.*

- No registration
- No separation distance
- No cap on the number allowed
- Can require zoning permit
- Can adopt development standards
- Can adopt operational limits



# ORDINANCE – ABILITY TO REGULATE STANDARD LAND USE/HEALTH/SAFETY DETAILS

Define short term rental as  
a land use

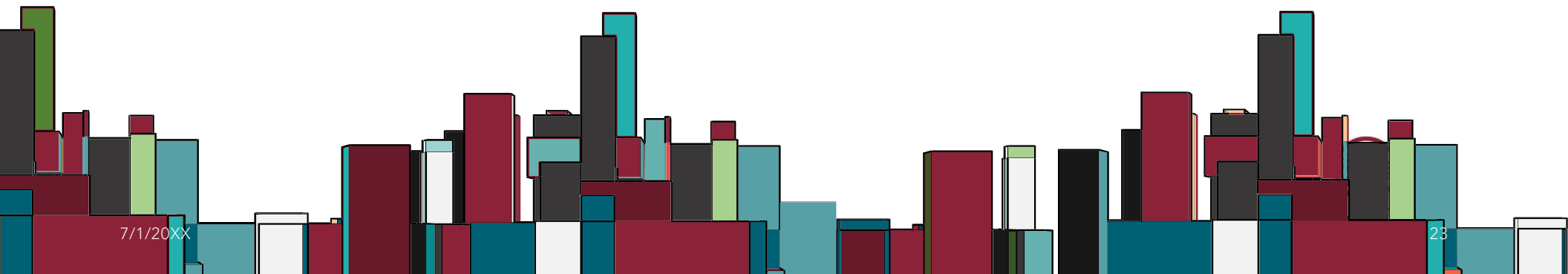
Whole house lodging

Homestay lodging

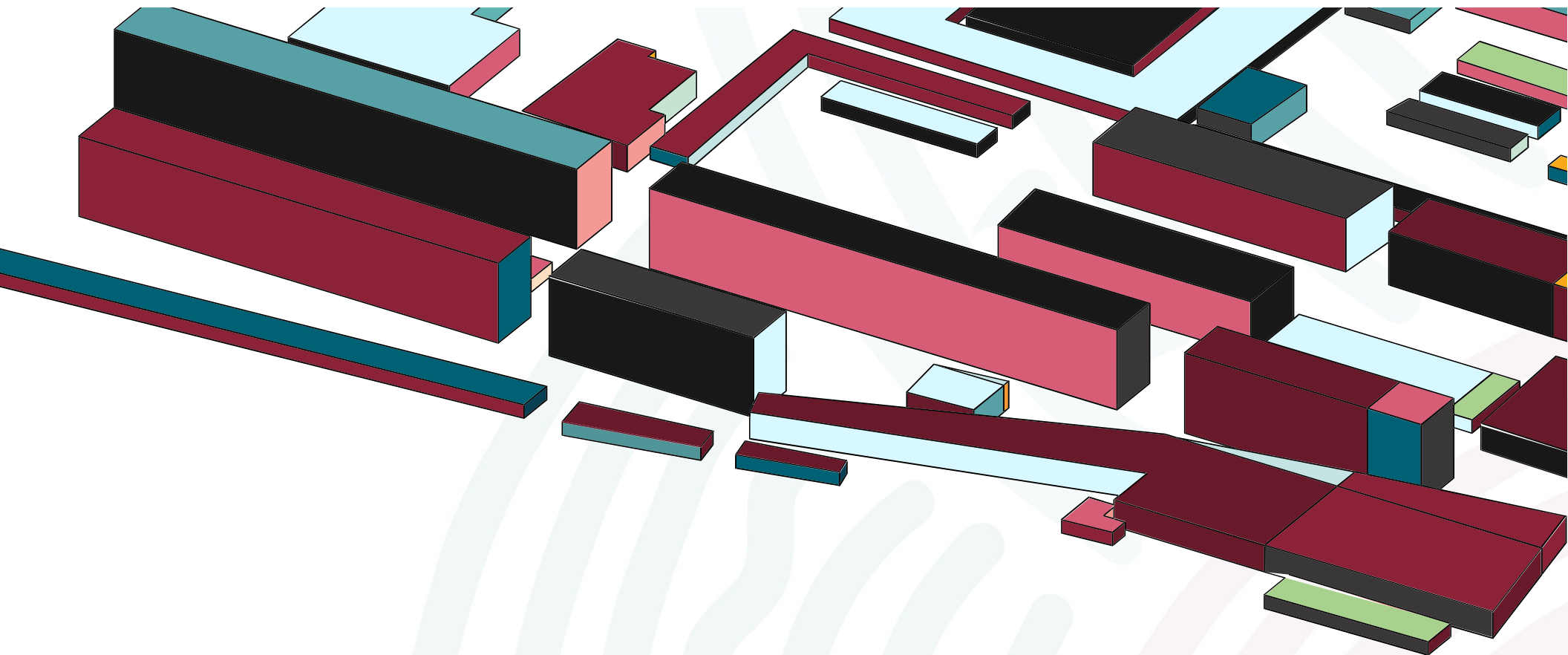
Allow with conditions  
Allow in specific zoning districts  
Permit if special requirements are met

**Apply development standards/  
operational limits**

Off street parking      Occupancy limits  
Waste management      No large gatherings







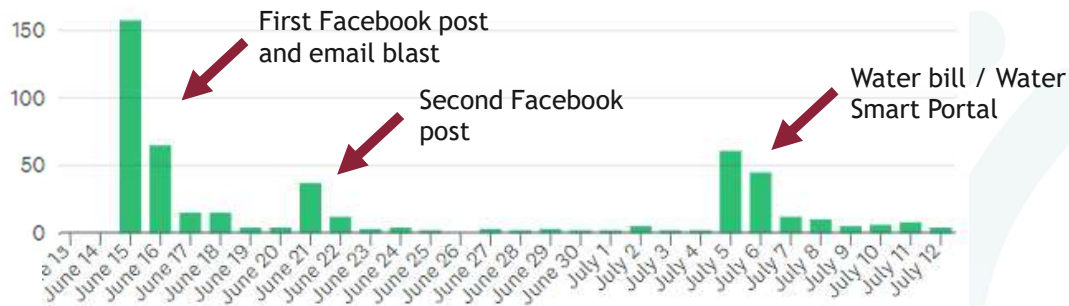
# SURVEY



# ONLINE SURVEY OVERVIEW

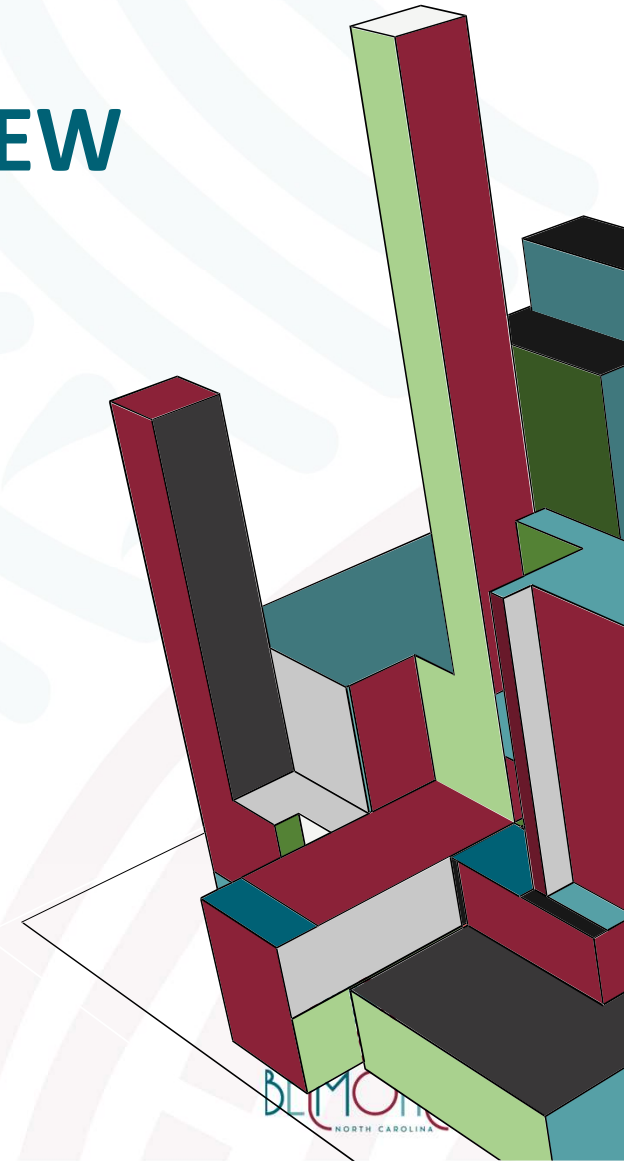
## Survey Collection Methods and Response Volume

- Published to Facebook: June 15<sup>th</sup>
- Emailed link to city boards/HOA management groups
- 2<sup>nd</sup> post to Facebook: June 21
- Published on water bill/Water Smart Portal



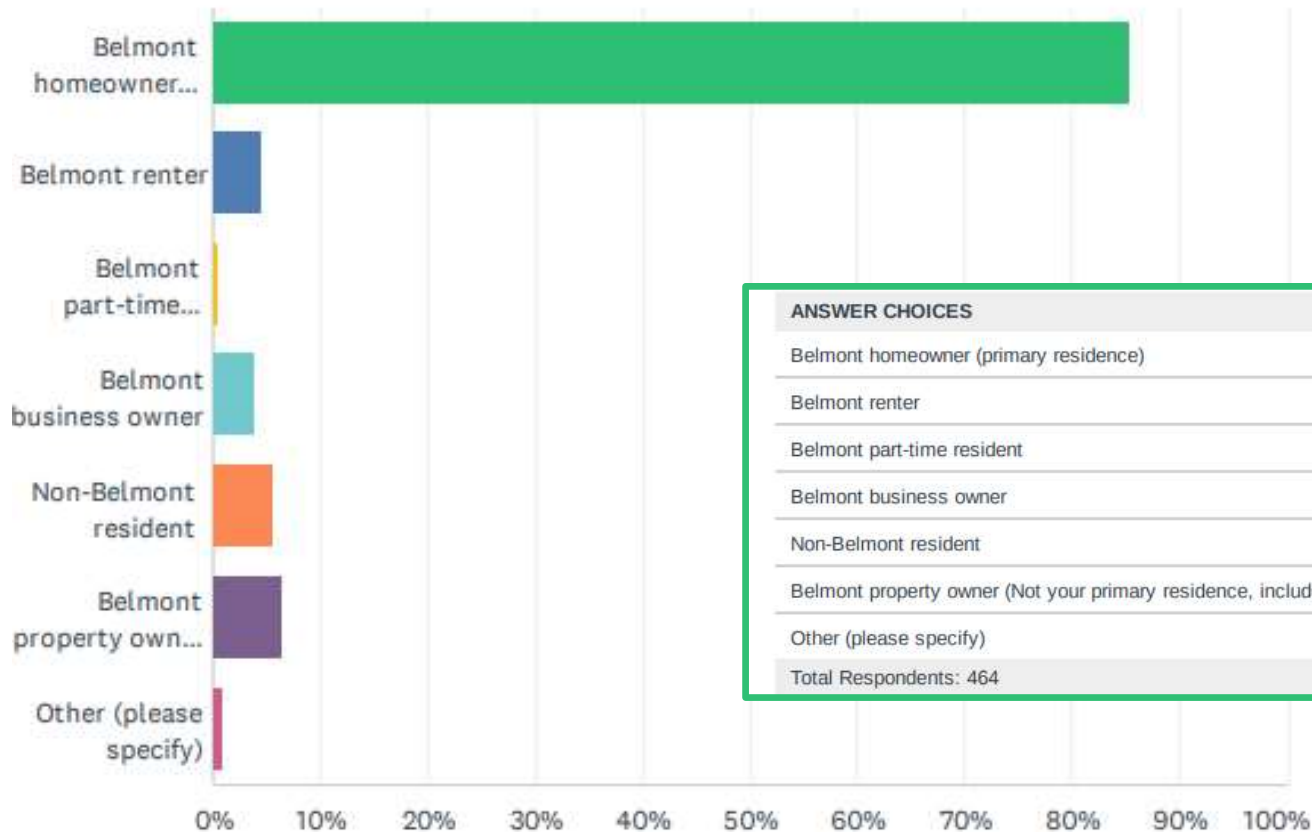
## Survey Responses

- Open from June 15<sup>th</sup> to July 12<sup>th</sup>
- Total Responses: **464**



## Q1 What category best describes you?

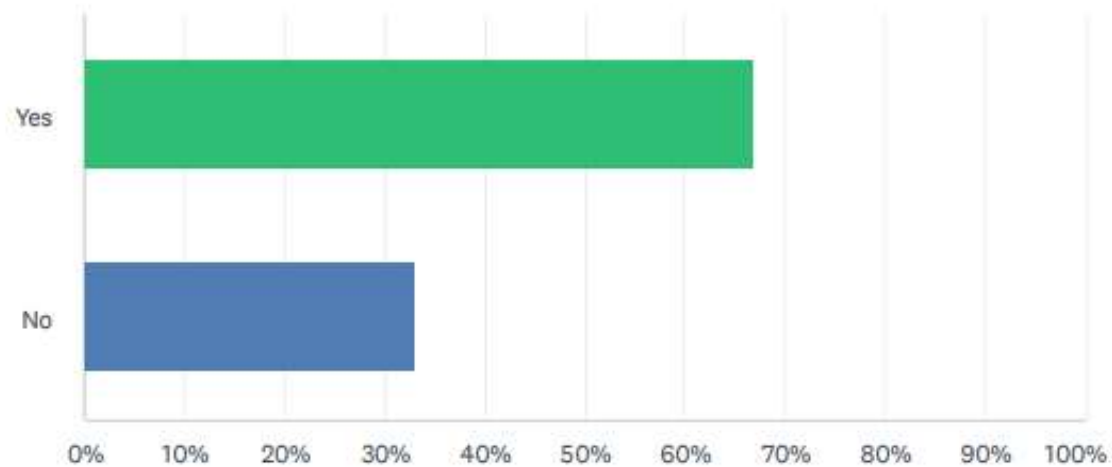
Answered: 464 Skipped: 0



ANSWER CHOICES	RESPONSES	
Belmont homeowner (primary residence)	85.56%	397
Belmont renter	4.53%	21
Belmont part-time resident	0.43%	2
Belmont business owner	3.88%	18
Non-Belmont resident	5.60%	26
Belmont property owner (Not your primary residence, includes lease or rental properties)	6.47%	30
Other (please specify)	0.86%	4
Total Respondents: 464		

## Q2 Have you stayed in a short-term rental?

Answered: 464 Skipped: 0

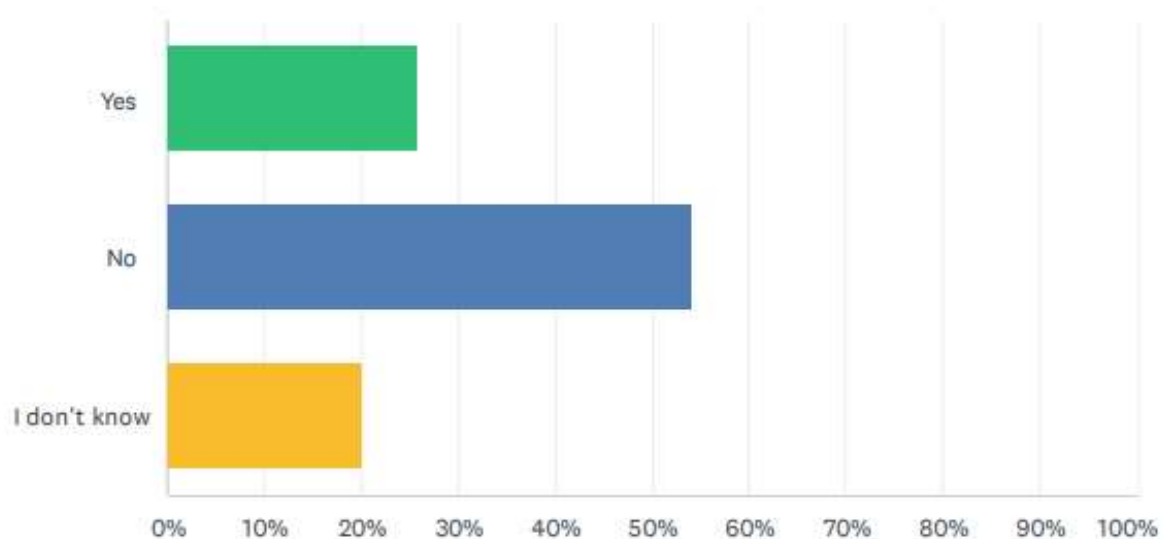


ANSWER CHOICES	RESPONSES	
Yes	67.03%	311
No	32.97%	153
TOTAL		464



### Q3 Are you aware of short-term rentals operating in your neighborhood?

Answered: 464 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	25.86%	120
No	54.09%	251
I don't know	20.04%	93
TOTAL		464

## Q4 If so, which neighborhood or street?

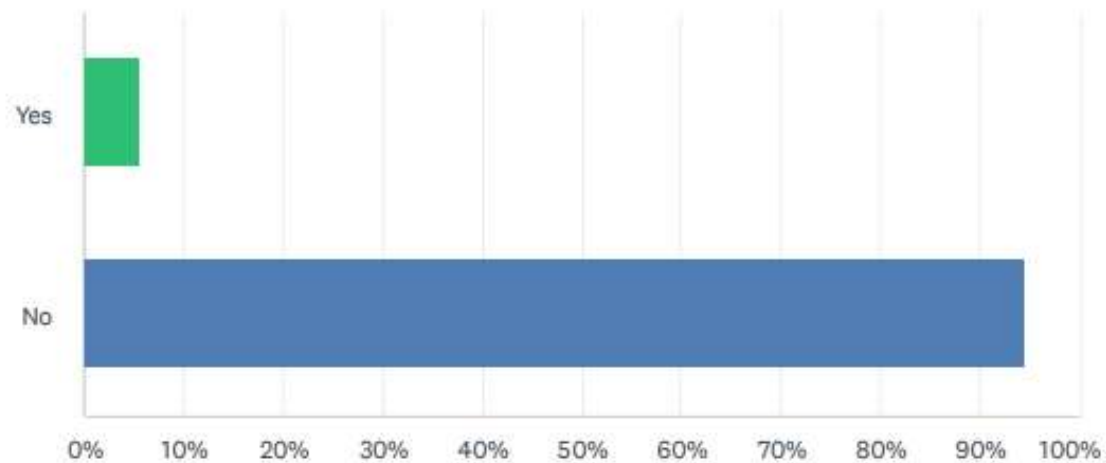
Answered: 99 Skipped: 365

Central Ave Near Downtown Park Main st neighborhood ave St  
streets Main Street Belmont Reserve Overlake  
McLean Davis Park Drive Conservancy Crossing Belmont Stowe  
Downtown Belmont



## Q5 Do you own any short-term rental properties in the city?

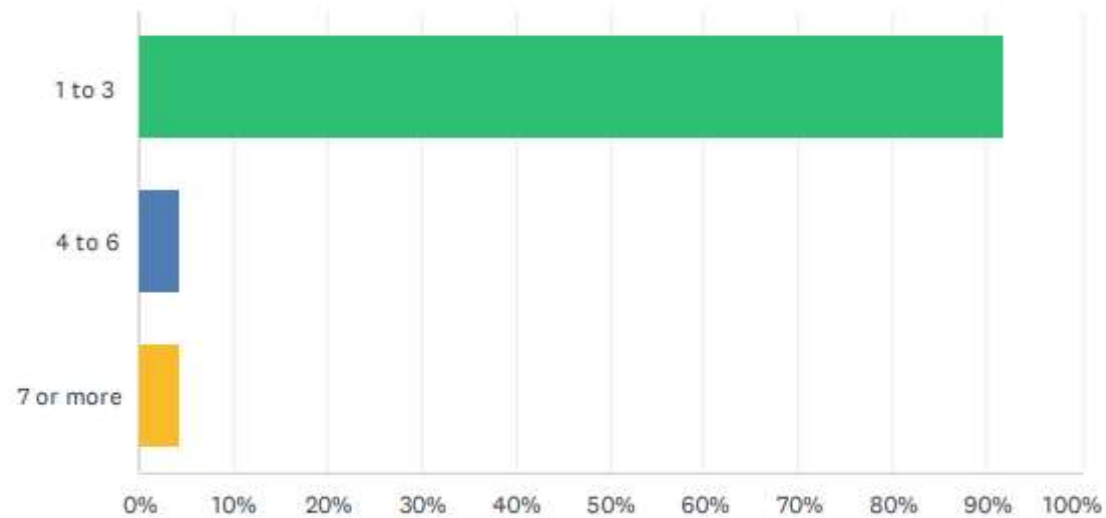
Answered: 455 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	5.49%	25
No	94.51%	430
TOTAL		455

## Q6 If yes, how many?

Answered: 24 Skipped: 440

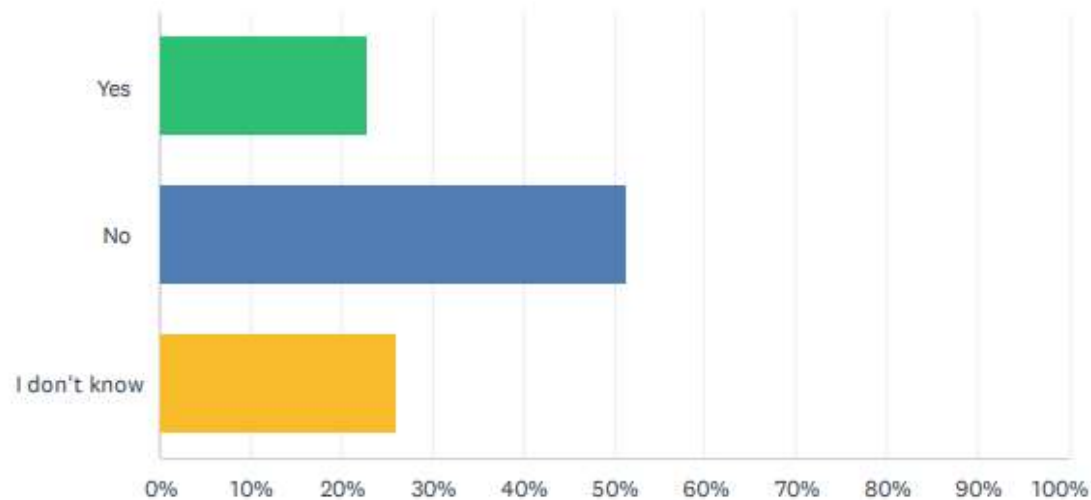


ANSWER CHOICES	RESPONSES	
1 to 3	91.67%	22
4 to 6	4.17%	1
7 or more	4.17%	1
TOTAL		24



# Q7 Do you live in a neighborhood that prohibits this type of use through the homeowner's association conditions, covenants, and restrictions (CC&Rs)?

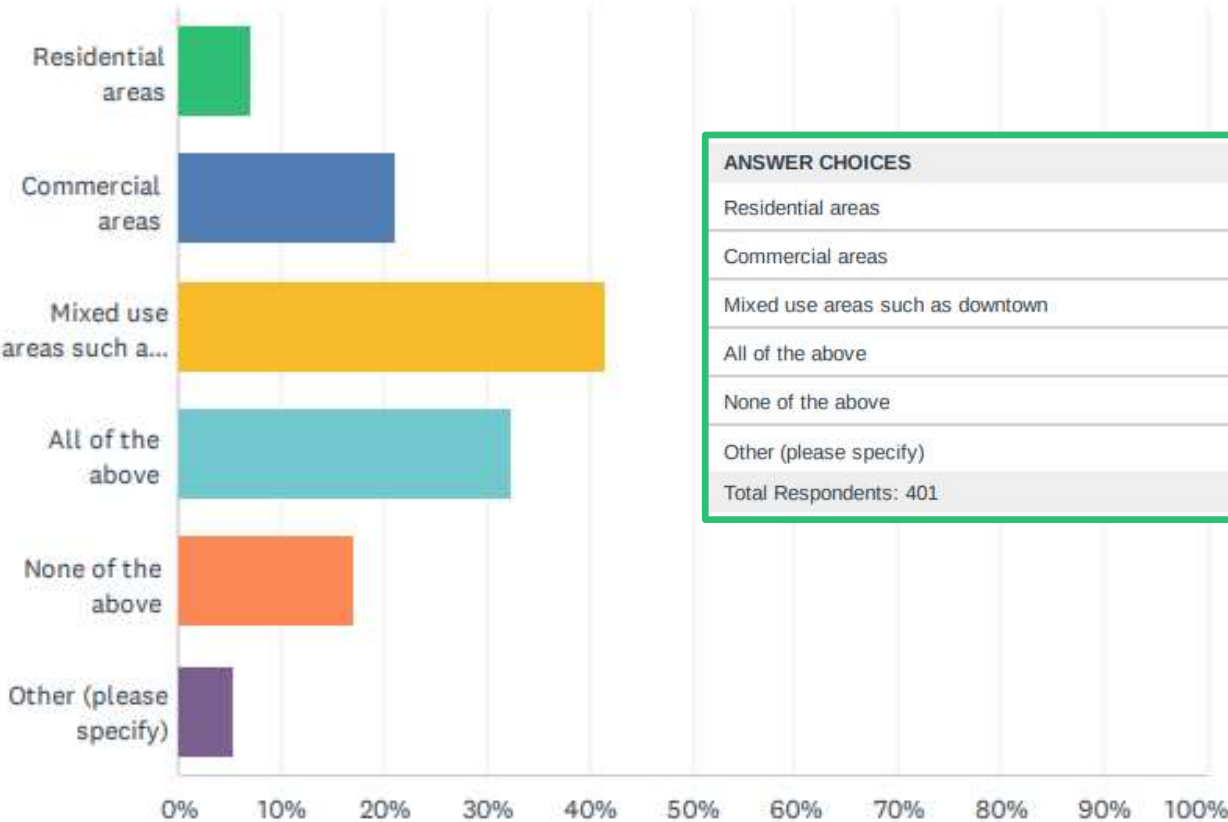
Answered: 405 Skipped: 59



ANSWER CHOICES	RESPONSES	
Yes	22.72%	92
No	51.36%	208
I don't know	25.93%	105
TOTAL		405

# Q8 Where should short-term rentals be allowed within the city?

Answered: 401 Skipped: 63



# Q9 Which building form should short-term rentals be allowed in

Answered: 400    Skipped: 64

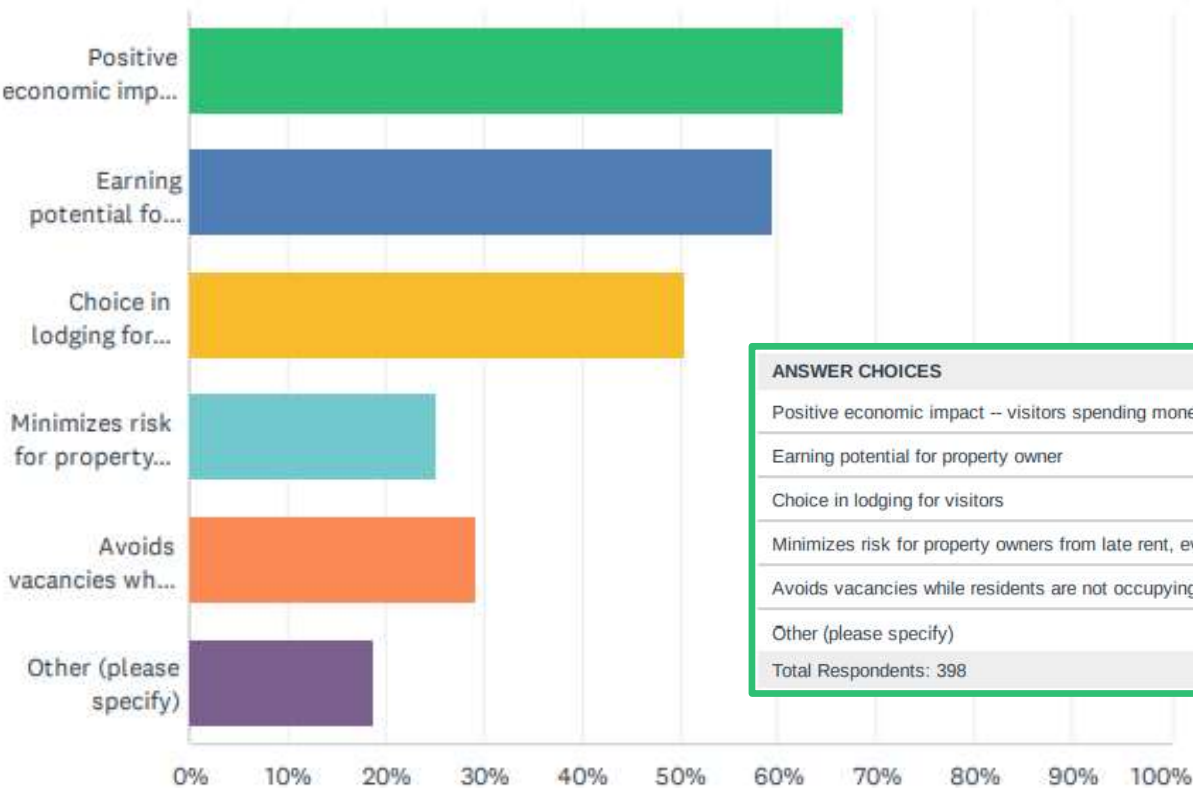


ANSWER CHOICES	RESPONSES	
Detached, single-family homes	21.75%	87
Townhomes	23.00%	92
Condominiums	26.75%	107
Apartments	31.00%	124
Mixed-use buildings	29.00%	116
Accessory structures such as an accessory dwelling unit (ADU)	12.25%	49
All of the above	37.25%	149
Other (please specify)	10.00%	40
Total Respondents: 400		



# Q10 In your opinion, what are some benefits of short-term-rentals in the community?

Answered: 398    Skipped: 66



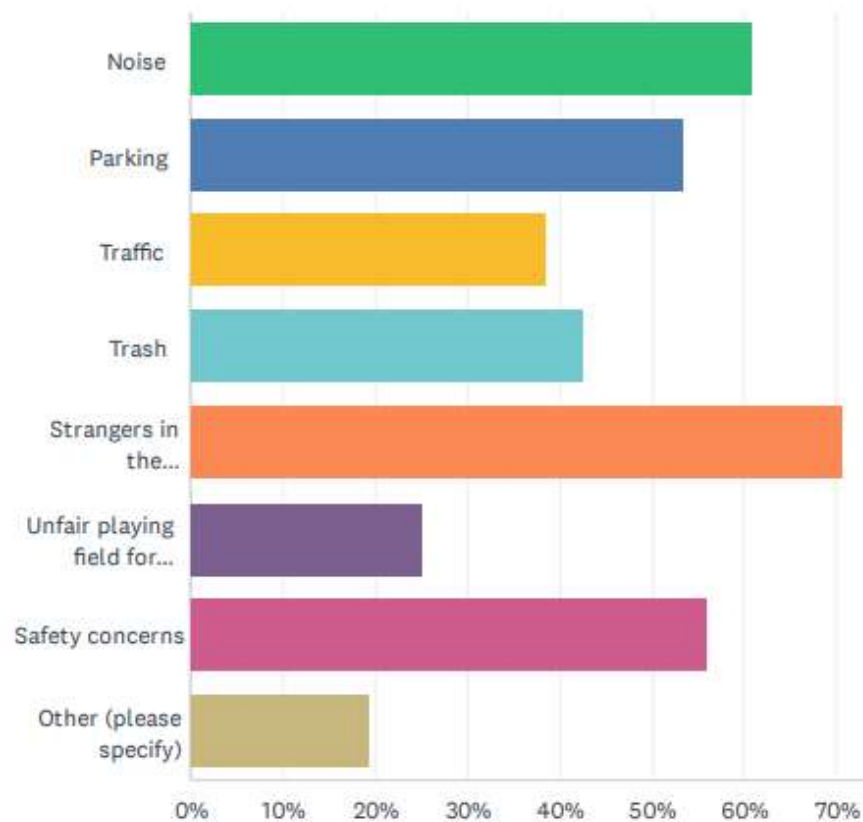
ANSWER CHOICES	RESPONSES	
Positive economic impact -- visitors spending money in community and room occupancy taxes	66.83%	266
Earning potential for property owner	59.55%	237
Choice in lodging for visitors	50.50%	201
Minimizes risk for property owners from late rent, eviction, and better maintenance because of consistent cleaning	25.13%	100
Avoids vacancies while residents are not occupying the dwelling (ie. long vacations, summer breaks, work travel)	29.15%	116
Other (please specify)	18.84%	75
Total Respondents: 398		





# Q11 In your opinion, what are some potential negative impacts associated with short-term rentals in the community?

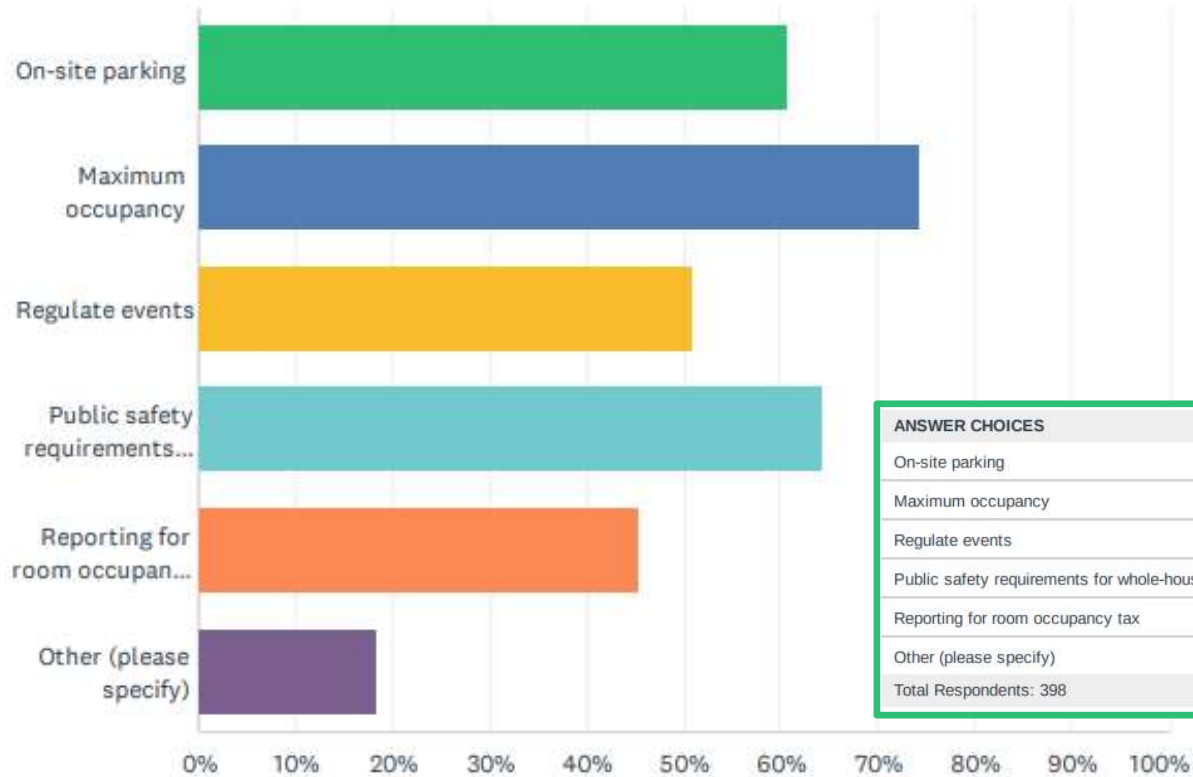
Answered: 393 Skipped: 71



ANSWER CHOICES	RESPONSES	
Noise	61.07%	240
Parking	53.44%	210
Traffic	38.68%	152
Trash	42.75%	168
Strangers in the neighborhood	70.74%	278
Unfair playing field for traditional lodging partners in the city	25.19%	99
Safety concerns	55.98%	220
Other (please specify)	19.34%	76
Total Respondents: 393		

# Q12 If the city were to develop regulations for this use (short-term rentals), what standards would be appropriate?

Answered: 398 Skipped: 66

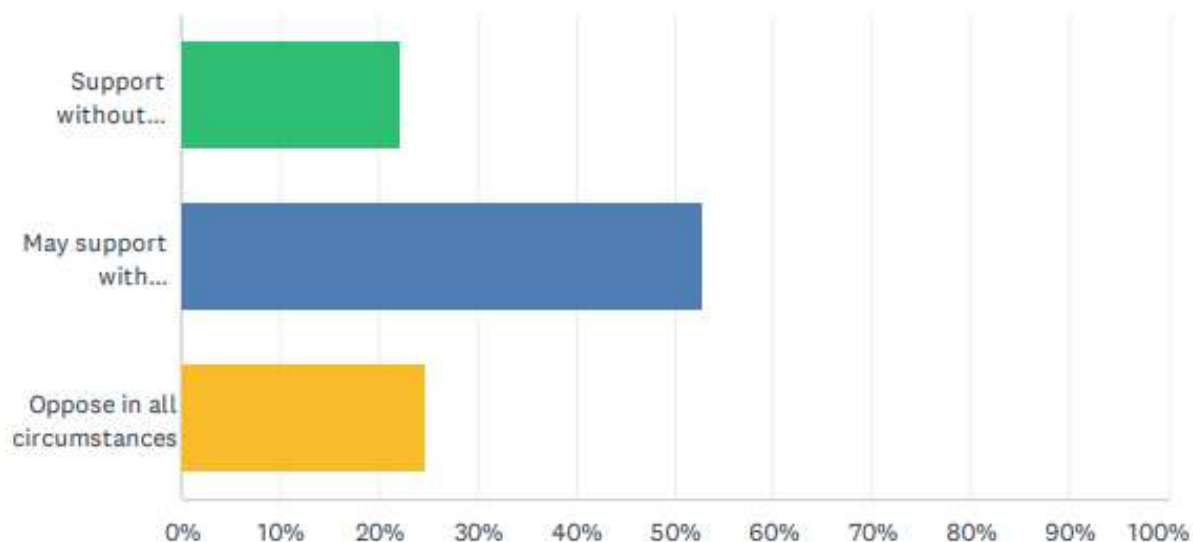


ANSWER CHOICES	RESPONSES
On-site parking	60.80% 242
Maximum occupancy	74.37% 296
Regulate events	51.01% 203
Public safety requirements for whole-house rentals (Emergency contact information, fire extinguishers, insurance, etc.)	64.32% 256
Reporting for room occupancy tax	45.48% 181
Other (please specify)	18.34% 73
Total Respondents: 398	



## Q13 What is your opinion on short-term rental regulations?

Answered: 404 Skipped: 60

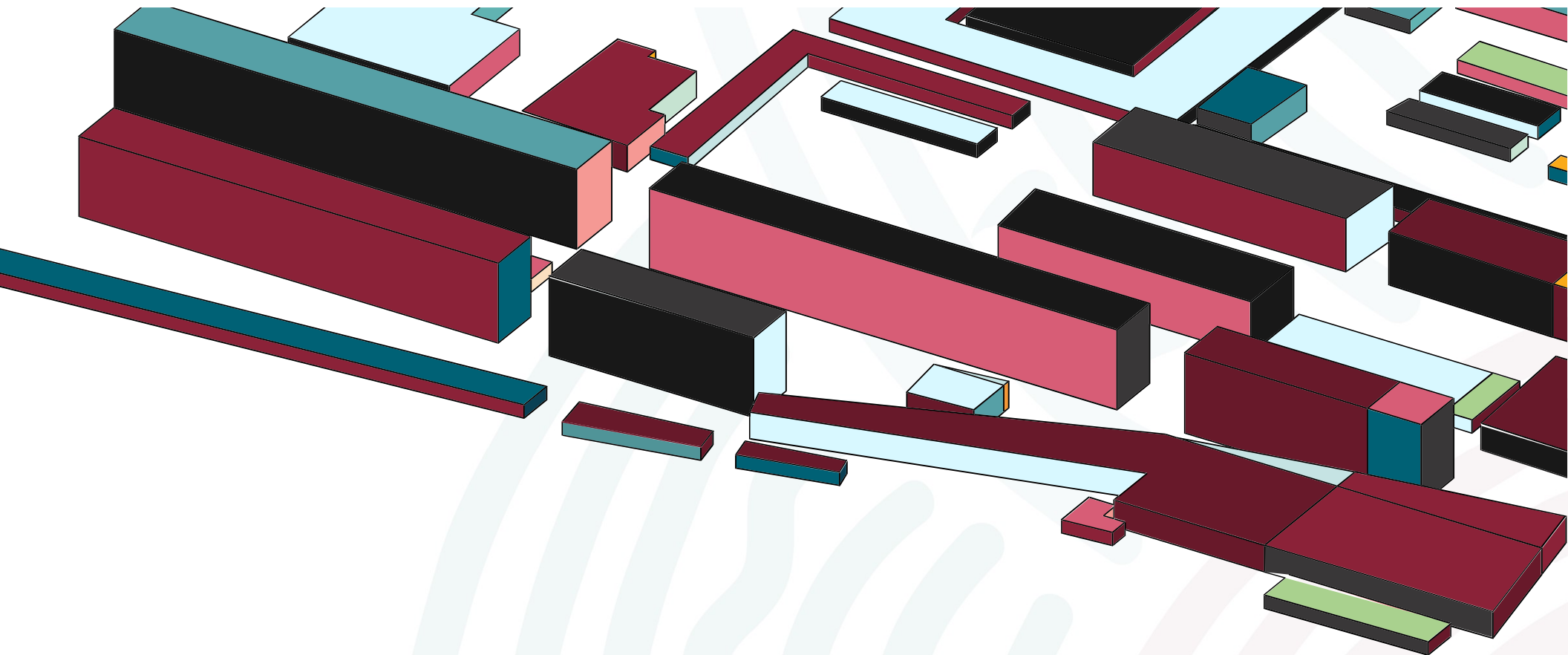


ANSWER CHOICES	RESPONSES	
Support without limitation/regulation	22.28%	90
May support with limitation/regulation	52.97%	214
Oppose in all circumstances	24.75%	100
TOTAL		404

**Q14 If you would like to follow future discussions about short-term rentals in Belmont, please list your email below.**

Answered: 147   Skipped: 317

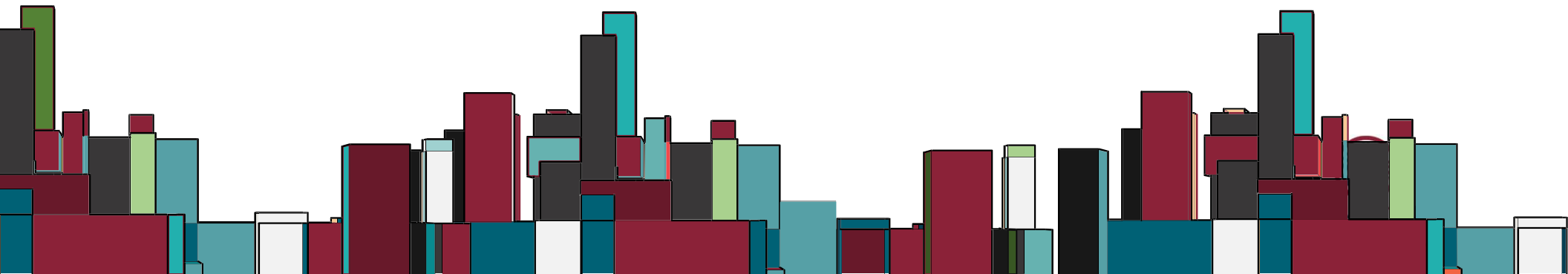




# FRAMEWORK

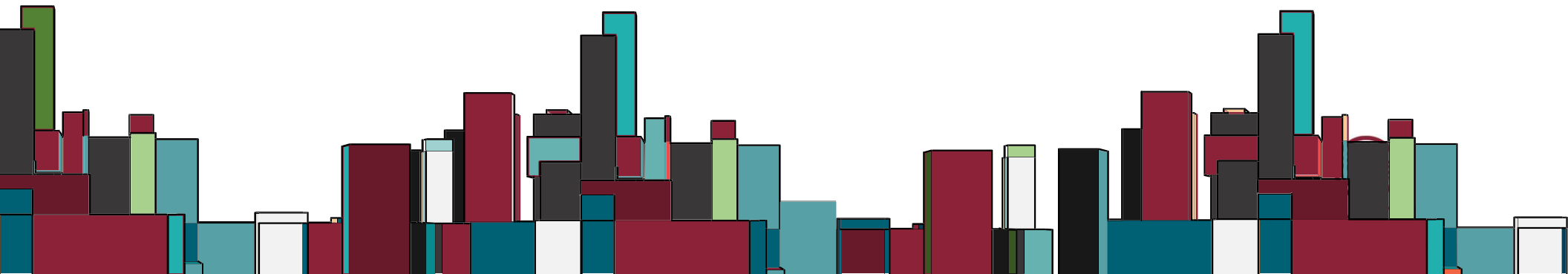
# WHY ARE WE HERE?

- ④ Direction from council to work with planning board
- ④ Planning board's role: receive staff's research and survey results and provide feedback
  - Ideally, there will be enough consensus/feedback for staff to have a clear pathway of moving forward/present back to city council
- ④ Staff's role: receive the board's feedback and proceed with a text amendment





# DO WE WANT TO REGULATE SHORT TERM RENTALS IN BELMONT?



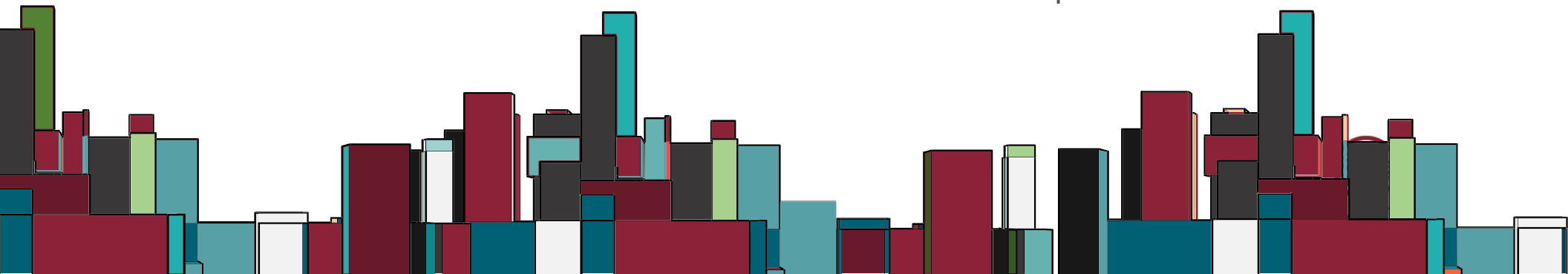
# DO WE WANT TO REGULATE SHORT TERM RENTALS IN BELMONT?

**YES**

- ⦿ “Yes” includes...
- Determining definitions
- Selecting zoning districts
- Adding performance standards

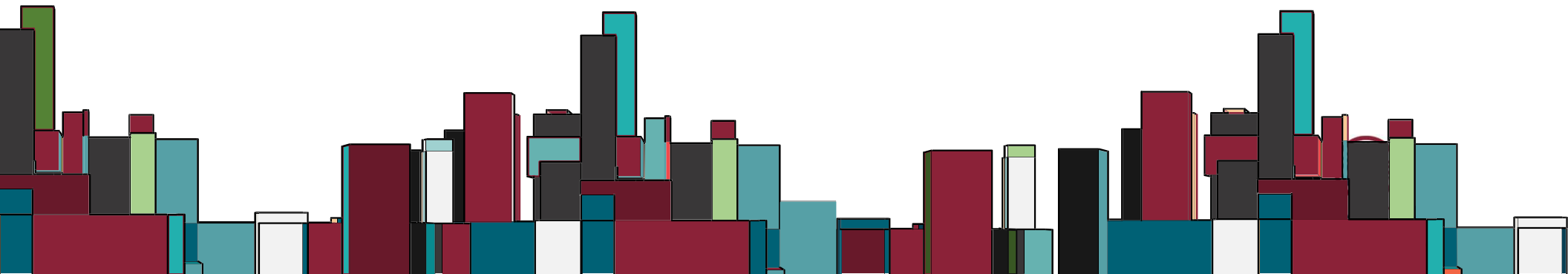
**NO**

- ⦿ “No” includes...
- Allowing STRs by-right in all zoning districts and letting the market dictate operations
- Defining STRs without adding performance standards



# YES, WE DO NEED TO REGULATE.

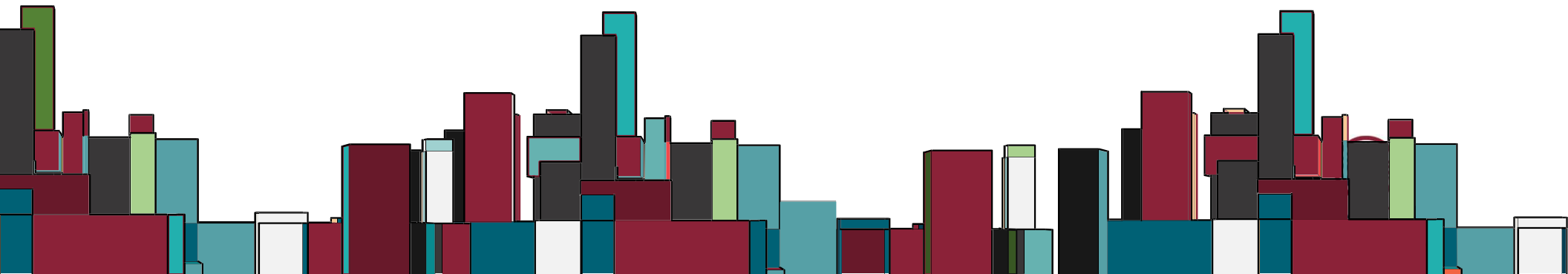
- 🌀 What are potential goals of the ordinance?
  - To better identify the use/definition
  - To provide for the safety of the renter and the existing neighbors
  - To preserve neighborhood character
  - To ensure compatibility among building types/different zoning districts
- 🌀 We want to keep in mind goals need to relate to the public health, safety, and welfare



# YES, WE DO NEED TO REGULATE.

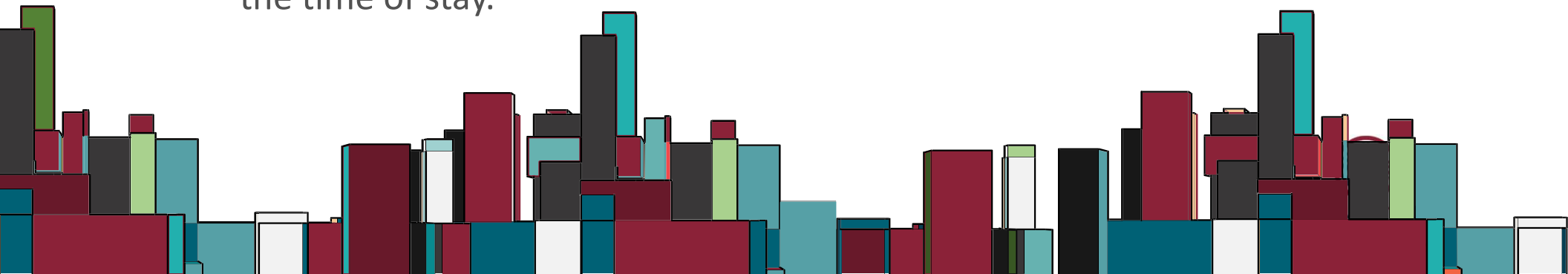
🌀 First, what do we have the ability to regulate per state law?

- Defining land uses
- Limiting use to specific zoning districts
- Performance standards
  - Parking
  - Trash
  - Noise/Large gatherings
  - Occupancy limits



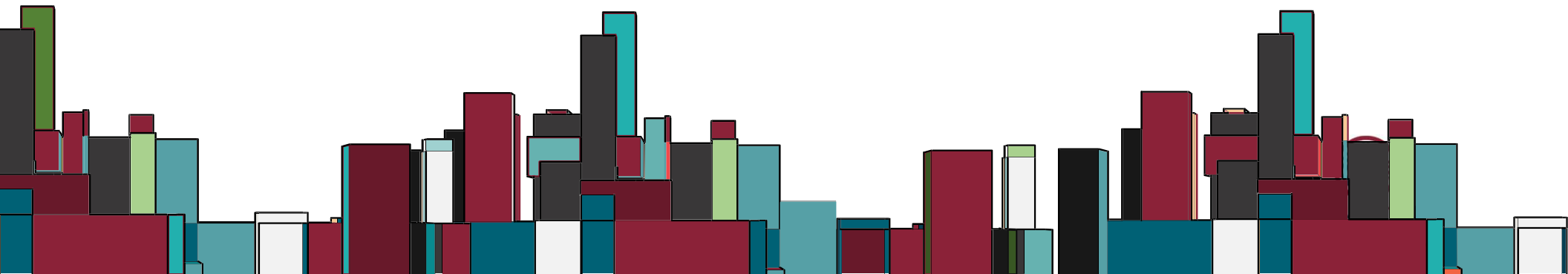
# YES, WE DO NEED TO REGULATE.

- Defining land uses – Are you comfortable with adding these three definitions?
  - **Short-term rentals:** a rental of any dwelling to any person(s) for temporary use for fewer than thirty consecutive days
  - **Whole house lodging:** the rental of an entire dwelling unit that provides lodging for pay for fewer than thirty consecutive days
  - **Homestay lodging:** a rental of a room(s) in a private home or on-site where a permanent resident resides and is present at the property during the time of stay.



# YES, WE DO NEED TO REGULATE.

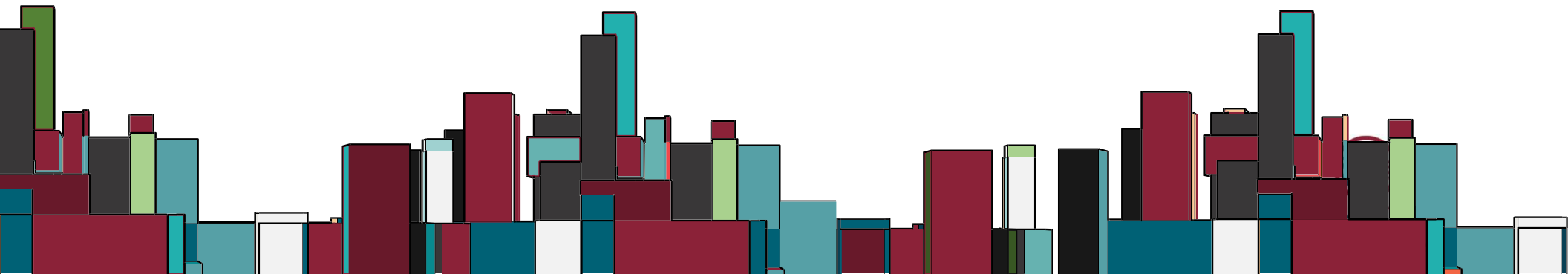
- 🌀 Current ordinance: Allows bed & breakfasts (limited lodging) in all zoning districts
- 🌀 Do we want to allow STRs in all zoning districts?
  - Or just residential/mixed use zoning districts?





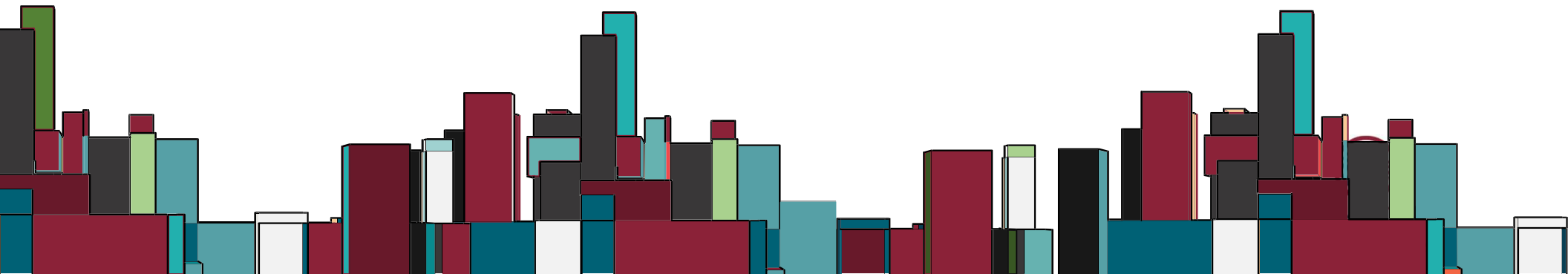
# YES, WE DO NEED TO REGULATE.

- 🌀 Do we differentiate zoning districts based on whole house lodging and homestays?
  - What zoning districts are we comfortable allowing STRs to operate within?
    - For whole house lodging?
    - For homestay lodging?
  - Should there be special requirements for specific zoning districts?



# YES, WE DO NEED TO REGULATE.

- 🌀 Do we want to have performance standards?
- 🌀 Do we differentiate performance standards based on whole house lodging and homestays?



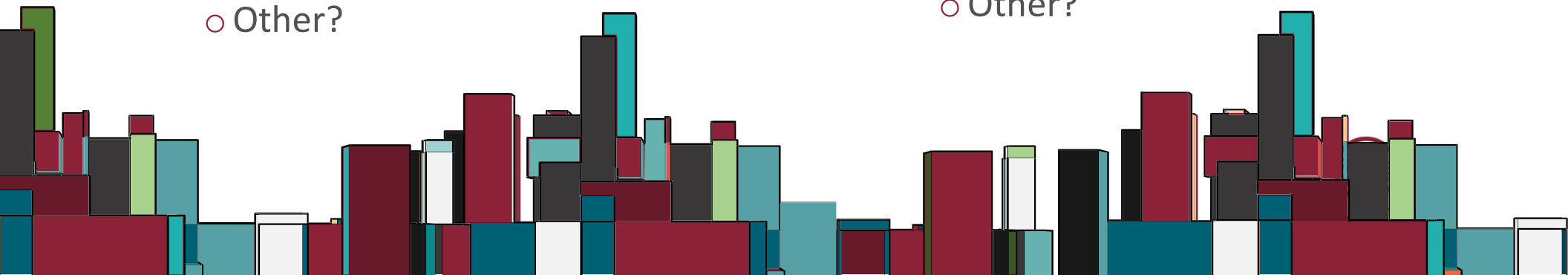
# YES, WE DO NEED TO REGULATE.

Do we need the following performance standards for **whole-house** lodging?

- Parking
- Trash
- Noise
- Large gatherings
- Occupancy limits
- Other?

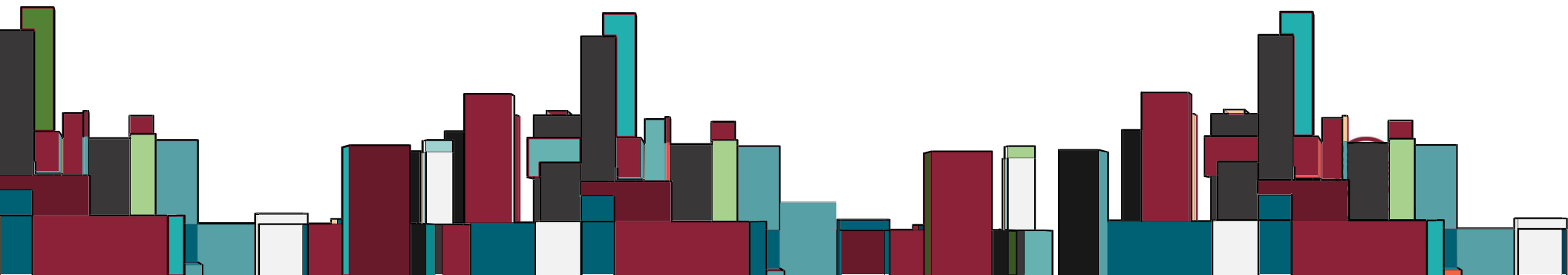
Do we need the following performance standards for **homestays**?

- Parking
- Trash
- Noise
- Large gatherings
- Occupancy limits
- Other?



# NO, WE DO NOT NEED TO REGULATE.

- ⊗ Are we okay with allowing STRs by-right in all zoning districts?
- ⊗ To do so, we would need to add appropriate definitions
  - **Short-term rentals:** a rental of any dwelling to any person(s) for temporary use for fewer than thirty consecutive days
- ⊗ We would not need to add any additional performance standards
- ⊗ This would allow for the free market to naturally guide STR operations



# RECAP

